

Rareloop

Impact Report

2022-23

Certified



Corporation



Our Mission

To create digital products that positively change businesses and empower communities.

Our Values

Integrity, Progress, Design, Quality,
Teamwork, Passion, Community, Life

<https://www.rareloop.com/about/values/>

1
INTEGRITY



Do the
Right Thing



2
PROGRESS



Never
Settle



3
DESIGN



Solve
Problems



4
QUALITY



Push the
Envelope



5
TEAMWORK



Always
Collaborate



6
PASSION



Love What
You Do



7
COMMUNITY



Pay it
Forward



8
LIFE

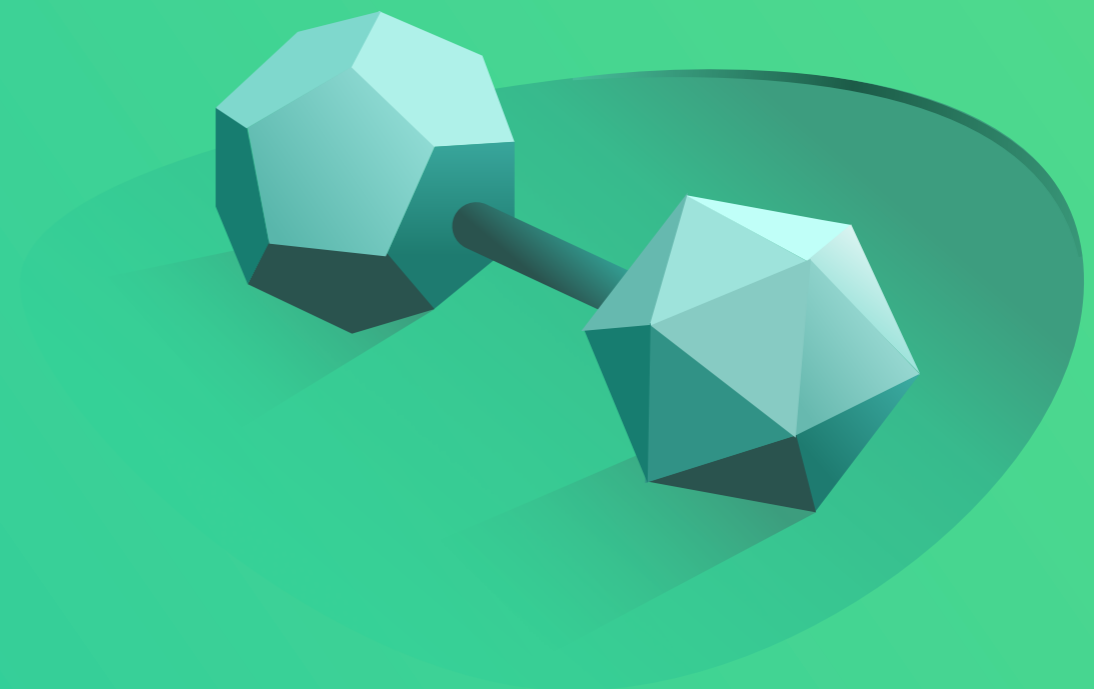


Work to
Live



Environment

We are committed to measuring and reducing our negative impact on the planet.



Our Carbon Footprint

This year, we have once again used [Compare My Footprint](#) to measure our emissions as a business. Using a consistent measurement tool allows us to compare between years and to better understand areas we can improve.

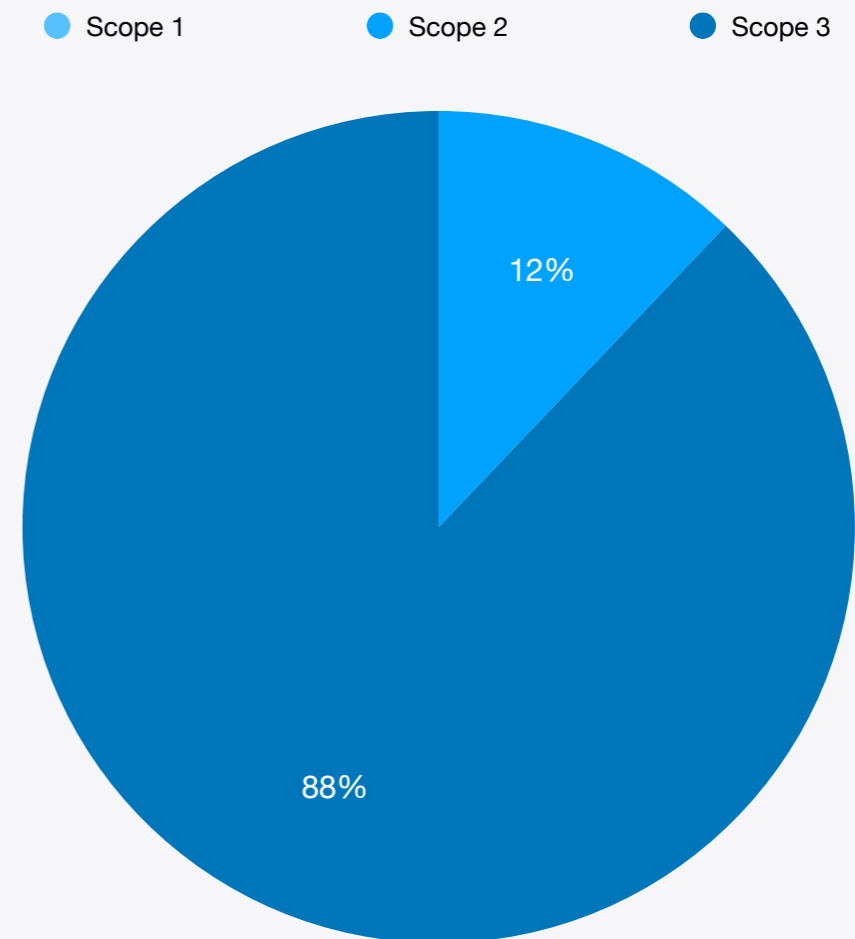
This year total carbon emissions were down by ~32%. Whilst this is positive, as a relatively low emission business certain activities (e.g. the purchase of new laptop equipment) make large contributions to our overall totals. The timing of these activities can therefore have a disproportionate impact on yearly data.

5.095 tCO₂e

TOTAL EMISSIONS

0.445 tCO₂e

TOTAL PER FTE



Our Carbon Response

We have made the decision to offset our teams personal carbon footprint. This makes us a Carbon Positive Workforce.

We have also offset our business emissions by planting trees from [Ecologi](#).

1,600

TREES PLANTED

130T

CERTIFIED CO2 REDUCED

Ecologi

**climate
positive
workforce**

People

Our people are our super-power!



Our People

Over the year we have maintained a consistent headcount but were able to create a brand new role, bringing additional support to our Project Management team.

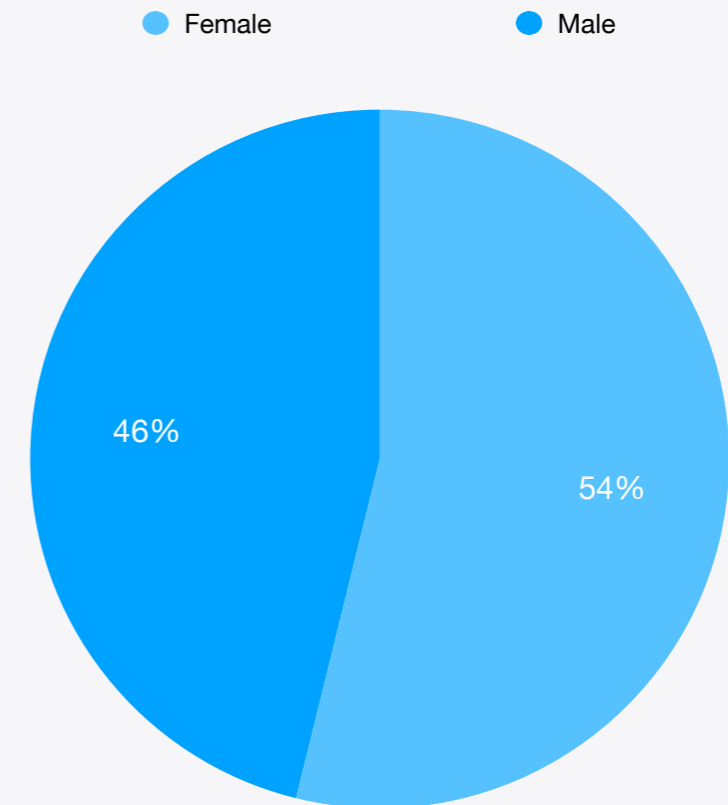
Hybrid flexible working continues to be a benefit to both the team and business, with more members of staff requesting to change their hours from the default. Office usage also continued to rise, with ~40% of the team opting to be in on an average day.

+1

NEW ROLES

0%

GENDER PAY GAP



Community

Our place in the world



Community

Community is one of our values and a big part of what we're about. Over the past year we've been able to donate £15,000 to a range of good causes.

"For good" work has always been a mainstay at Rareloop and projects we were lucky enough to work on were able to positively impact ~493k individuals around the world.

We've also continued to contribute to Open Source software, giving back to a community that has given us so much. Our free WordPress framework surpassed the 80,000 download mark this year and all our projects combined have now surpassed 180,000.

** all time downloads*

£15,000

DONATED

>180k*

OPEN SOURCE
DOWNLOADS

~493k

INDIVIDUALS
POSITIVELY
IMPACTED

B Corp Certified

This last year Rareloop became a certified B Corp and we could not be prouder! We strongly believe that business should be a force for good and joining a worldwide network of like minded companies is a huge milestone.

Certifying with a score of 91.4 has been a huge team effort over an extended period of time.



[Find out more about our B Corp journey](#)

Rareloop

<https://www.rareloop.com>

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Ecologi

